

INFORMATION DELIVERY SYSTEM, INFORMATION DELIVERY SERVER, AND INFORMATION DELIVERY PROGRAM

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Inventor: WASHIDA KAZUHIKA

Applicant: SOS JAPAN KK

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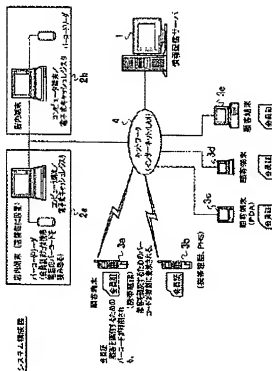
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Abstract of JP2004118457

PROBLEM TO BE SOLVED: To provide an information delivery system, information delivery server and information delivery program for delivering information to a customer at the proper timing according to a standard value of visiting period set for every service and visit history information.

SOLUTION: In this information delivery server 1, the visit history information including the visit date of a customer, the service provided when visiting and the visiting period that is the day interval from the previous visit date is recorded, and the standard value of visiting period set for every service is also recorded. According to the service provided at the day when the customer visits the store, the number of services equal to or related thereto and the visiting period are acquired from a customer database 15, and the predicted day of the customer's next visit is calculated from the added value of the integrated value of the visiting period every visit history information and the standard value and the number of services. The delivery date for delivering e-mail to a customer terminal 3 is calculated from this predicted day of visit, and the e-mail including the reservation state of the store and a guide text for inviting the revisit is formed and delivered to the customer terminal 3 at the delivery date.

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